



Council Agenda: 09-19-06  
Item:

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Joseph Horwedel

**SUBJECT: PUBLIC OUTREACH PLAN FOR  
FOR ISLAND ANNEXATIONS**

**DATE:** September 11, 2006

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Approved

Date

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**COUNCIL DISTRICT:** Citywide  
**SNI:** All

## **SUPPLEMENTAL MEMO**

### **REAON FOR THE SUPPLEMENTAL MEMO**

The reason for this supplemental memo is to provide the Council with an update on the public outreach plan for the County Island Annexation program and subsequent revisions to the timeline for Phase I of that program. The goal of the outreach plan is to alert and inform affected property owners about the annexation program, the process and their role, and the resulting changes. The revisions to the Phase I timeline are required to allow staff sufficient time to contact property owners and understand and respond to specific concerns prior to initial public hearings.

### **Public Outreach Plan**

As stated above, the goal of the outreach plan is to alert and inform homeowners and businesses affected by the proposed annexations. While specific outreach tactics may vary based on the unique needs of owners in each island, staff's communications objectives remain the same: to make direct contact with all affected owners and ensure timely, consistent, and high quality communication throughout the process. To do this, staff will use two main strategies:

- 1) Convey annexation information via a broad set of communication vehicles (e.g., direct mail, Website, neighborhood associations); and,
- 2) Identify and address specific concerns with targeted and personal communication as needed (e.g., phone calls, meetings).

Staff intends to send the attached introductory letter and Annexation Answer Book as part of the initial contact with affected property owners.

### **Phase I Timeline Changes**

The previously mentioned revisions to the Phase I timeline are as follows:

- Deferral of three annexations that were initially scheduled for August 29, 2006 (Cypress No. 30, Penitencia No. 73, Piedmont No. 51) until October 3, 2006;
- Deferral of six pre-zoning hearings from August 29, 2006 to the City Council meeting on September 19, 2006; and
- Rescheduling the remaining Phase I annexation proposals for City Council approximately two to four weeks after the dates previously proposed.

### **Remaining Phase I Annexations**

Staff will use the process as summarized in the table below to conduct public outreach for the remaining areas proposed for annexation as part of Phase I.

<b>Timing</b>	<b>Step</b>	<b>Tactic</b>
September 2006	Notify all affected property owners and residents	Mail to all affected property owners: <ul style="list-style-type: none"><li>• Introductory letter</li><li>• Easy-to-understand Annexation Answer Book</li></ul>
Sept. – Nov. 2006	Conduct targeted community outreach	<ul style="list-style-type: none"><li>• Contact property owners directly, as appropriate (e.g., property owner meetings, phone calls)</li></ul>
Oct. 2006 – Feb. 2007 (~ 2 weeks prior to each Public Hearing)	Mail Public Hearing Notification (City Council and Planning Commission hearings)	Mail to all affected property owners: <ul style="list-style-type: none"><li>• Cover letter</li><li>• Public Hearing Notice(s)</li></ul>

### **Phase II & III Annexations (2007 – 2009)**

For Phases II and III of the County Island Annexation program, which includes the larger, more populated County islands, staff will follow the general schedule below to notify and inform affected residents about the proposed annexation of these areas.

<b>Timing</b>	<b>Step</b>	<b>Tactic</b>
~ 6 Months Prior to Public Hearings	Notify all affected property owners and residents	Mail to all affected property owners: <ul style="list-style-type: none"><li>• Joint introductory letter from City and County</li><li>• Easy-to-understand Annexation Answer Book</li></ul>
~ 3 Months Prior to Public Hearings	Conduct targeted community outreach	<ul style="list-style-type: none"><li>• Contact property owners directly, as appropriate (e.g., property owner meetings, phone calls)</li></ul>
~ 2 Months Prior to Public Hearings	Mail Public Hearing Notification (City Council and Planning Commission hearings)	Mail to all affected property owners: <ul style="list-style-type: none"><li>• Cover letter</li><li>• Public Hearing Notice(s)</li></ul>

### **Conclusion**

Staff is committed to understanding and addressing the concerns of individuals in areas proposed for annexation prior to the City Council's formal consideration of the proposed annexation. Staff believes these outreach strategies are the best approach available to effectively address the vast majority of concerns and thus lead to the smoothest annexation process possible for all involved. Staff intends to evaluate outreach efforts by surveying residents in the Phase I (via mail, during phone calls, and at property owner meetings) to determine the effectiveness of the tactics and make changes during Phases II and III.

JOSEPH HORWEDEL, ACTING DIRECTOR  
Department of Planning, Building and Code Enforcement

For questions, please contact Rich Buikema at (408) 535-7800.

Attachments